



MAY 18, 2012

Mayor's Action Center Milestone: 1 Millionth Inbound Call Handled Since 2008

INDIANAPOLIS – The Mayor's Action Center (MAC) celebrated a milestone today as a customer service representative answered the MAC's 1 millionth inbound call handled since Indianapolis Mayor Greg Ballard took office in 2008. Customer Service Representative Denise Byrd spoke with a resident needing an information referral. During the call, the citizen requested the number for the Marion County Coroner's Office.

Mayor Ballard has charged members of his administration with finding ways to improve the level of service and ways in which citizens are able to interact with local government. In addition to other efforts to improve performance and efficiency in the MAC, customer service representatives have been making outbound calls since November 2008 to citizens for closure once a service has been rendered. As of May 17, 2012, 95,106 outbound calls have been made. Inbound calls now are answered on average within 2 seconds, a significant improvement from 2 minutes, 20 seconds in 2007. The abandoned call rate, the percentage of calls in which a citizen hangs up, also dramatically changed over the past four years, averaging 18 percent in 2008 to just over 1 percent now.

"Improved quality of life for residents and responsive service to neighborhoods are top priorities," said Mayor Ballard. "Thanks to the hard work of our customer service representatives, increased awareness and accessibility, and improvements in technology allowing us to streamline services and find efficiencies, we have made significant achievements in these areas."

Established in the early 1990s, the MAC provides the citizens of Indianapolis and Marion County with one central organization to contact for requesting service, obtaining information or registering complaints. Citizens may report problems or request City services by calling the MAC at 327-4MAC (4622) during operating hours (Monday through Friday 7:30 a.m. to 5:30 p.m.) or submitting a request for service online anytime through RequestIndy at www.indy.gov/mac or via the RequestIndy Mobile app for Android and iOS devices.

Public Technology Institute (PTI) on Thursday, May 17, at the 2012 CIO Leadership and Summit East in Boston awarded the City of Indianapolis a 2011-2012 Technology Solutions Award for "Significant Achievement" recognizing RequestIndy in the Mobile category. RequestIndy Mobile is fully integrated into the City's enterprise-wide service system, including work management systems for every city department. Spanish-language versions of RequestIndy and RequestIndy Mobile are available at indy.gov/RequestIndy and may be accessed by users who have enabled Spanish-language settings on their mobile devices. Features for both iOS and Android platforms include: ability to attach an optional photo of the issue being reported; ability to specify issue location via GPS, GIS Map, or street address; status check to track submitted issue to resolution; and ability to provide details about issues when they are reported, such as the description of an abandoned vehicle or whether a pothole caused property damage.

PTI late last year named the City of Indianapolis a "2011-2013 Citizen-Engaged Community." The designation recognizes excellence in multi-channel contact centers and best practices for the use of Citizen Relationship/Records Management (CRM) systems, 311 services, web portal technology, telephony systems, and mobile communications infrastructure.

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